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Interview

**LAURENT MAGGIORI,  
CHIEF OPERATING  
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# **e** SPOT IMAGE **WORKING TO PRESERVE OUR ENVIRONMENT**

**Chief Operating Officer Laurent Maggiori looks at the key motivators driving Spot Image's quality policy and the importance of its environmental management approach. One of the first actions the company has undertaken in this area is to calculate its carbon footprint with a view to reducing greenhouse gas emissions.**

**Would you say that Spot Image's quality approach is fundamental to its business success?**

Yes, obviously. In today's increasingly competitive and fast-changing environment, our quality approach is inherently strategic. In obtaining ISO 9001 certification in 2001, our company

signalled its clear commitment to pursuing a pro-active quality policy. Quality is now integral to everything we do. Working from the blueprint of our Quality Charter, which is a statement of this commitment detailing where we are headed and how we intend to get there (see box), we have set ourselves several ambitious objectives: to satisfy our customers and partners; to boost

profitability through revenue growth and cost control; to develop a Spot Image group identity, building on our closer ties with Astrium/Infoterra; to encourage the commitment and development of company personnel; and to make our contribution to the environmental and global warming issues facing society.

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**This is precisely where Spot Image now intends to differentiate itself by pursuing practical actions and seeking environmental certification ...**

We have been working for several months on an environmental management system (EMS) with a view to obtaining ISO 14001 certification by the end of this year. This certification will boost our image as a socially responsible corporate citizen, even if we have already engaged major initiatives like Planet Action, which today is well underway and a strong symbol of our commitment to combat global warming.

### **Why do we need to calculate our carbon footprint?**

To remain consistent with this eco-friendly ambition. In line with our EMS, we decided to calculate our carbon footprint—using the Bilan Carbone® method developed by ADEME, the French environment and energy agency—in order to evaluate the company's greenhouse gas emissions and highlight our most carbon-intensive activities. The ultimate aim is to limit Spot Image's impact on climate. We calculated our footprint with the help of an external service provider, APAVE, and got everyone in the company involved. Analysis took into account direct emissions by our facility as well as indirect emissions from customers and suppliers. Assessment focused on seven predefined themes: energy, non-energy emissions, freight transport, passenger travel, incoming materials, waste treatment and capital assets. The results revealed that travel accounts for 73% of Spot Image's

greenhouse gas emissions—ten times more than internal energy consumption, which ranks third overall.

### **What actions are now planned in response to this assessment?**

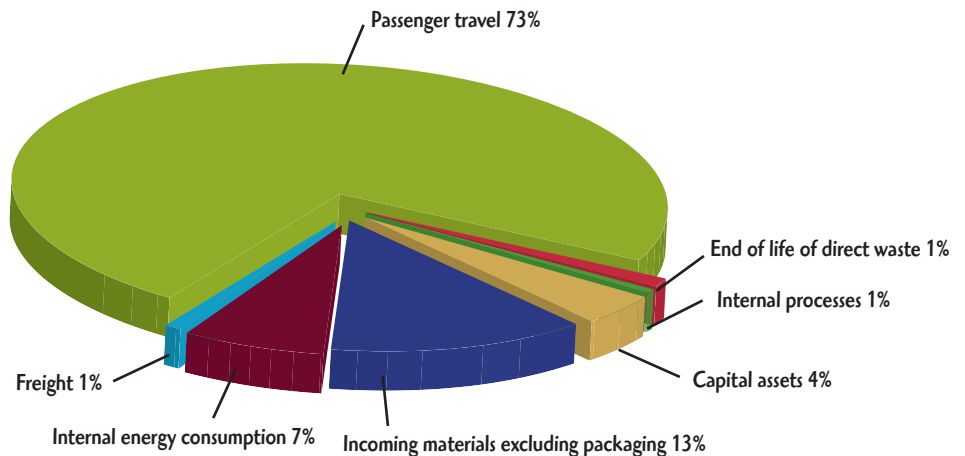
The results call for decisions regarding transport. It is vital and urgent that we look at alternative, more environmentally friendly solutions. Spot Image has therefore set out an emissions reduction action plan. We have identified and are studying various lines of action. Some are already becoming clear, like making more use of videoconferencing, avoiding several people making trips when one person is sufficient, hiring "green" cars wherever possible, cycling or car-sharing to work, and optimizing deliveries.

### **Is a strong commitment inside the company the main condition for this policy to succeed?**

Yes, it's essential that everyone buys into the process. We have been seeking ways to adopt a responsible environmental management approach for several years now. Our teams are very responsive to all these issues and are fully committed to this approach. Indeed, they would find it hard to understand if the company wasn't taking an active role in preserving the environment and combating global warming. ■



## **CARBON FOOTPRINT ASSESSMENT RESULTS**



## **SPOT IMAGE'S QUALITY APPROACH**



- ▶ As Spot Image's Quality Charter stipulates, to continuously improve performance and results, the company is building its efforts on:
  - management by objectives
  - quality management based on international ISO 9000 standards
  - key processes driving everything we do (management, production and support processes)
  - a strong commitment from senior management, who undertake to provide the necessary resources and support for employees to develop the company and assure its long-term future